

POLITICAL



Date: 11-Aug-16

Advertiser: TRACY SMITH FOR GADSDEN COUNTY SHERIFF

(Agency) Customer: \_\_\_\_\_

Send Invoice To: ☒ Advertiser ☐ Agency

Address: 207 NE 3rd St.

City: HAVANA State: FL

Zip Code: 32333 Phone #: 850.661.2298

Contact: TRACY SMITH

Customer Type:	
<input type="checkbox"/> Local	<input checked="" type="checkbox"/> Political
<input type="checkbox"/> Regional	<input type="checkbox"/> Trade
<input type="checkbox"/> National	<input type="checkbox"/> Other
<input type="checkbox"/> Non-Billable	
Sales Rep: BK	
Finance Charge: _____	
Agency Discount: _____	
Product Code: POLITICAL CANDIDATE	
Billing Type:	
<input type="checkbox"/> Standard	<input type="checkbox"/> Calendar
<input type="checkbox"/> Demand	
Affidavit Type:	
<input type="checkbox"/> None	Notary: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<input type="checkbox"/> Dates Only	
<input checked="" type="checkbox"/> Date & Times	
Co-op Description: _____	

Item #	Cart #	Length	Start Date	End Date	Begin Time	End Time	Rate	M	T	W	T	F	S	S	#	Sub Total
		:30	8/31/16	10/4/16	6A	10A	10.00	1	1	1	1	1			25	\$250
		:30	8/31/16	10/4/16	3P	7P	10.00	1	1	1	1	1			25	250
		:30	9/3/16	10/1/16	INSIDE	GATORS	4.00						4		20	80
		:30	9/4/16	10/2/16	6A	12N	4.00							4	20	80
		:30	8/31/16	10/4/16	6A	12MID	1.00	2	2	2	2	2			50	50
		:30	10/5/16	11/8/16	6A	10A	10.00	1	1	1	1	1			25	250
		:30	10/5/16	11/8/16	10A	3P	9.00	1	1	1	1	1			25	225
		:30	10/5/16	11/8/16	3P	7P	10.00	1	1	1	1	1			25	250
		:30	10/8/16	11/5/16	INSIDE	GATORS	4.00						5		25	100
		:30	10/9/16	11/6/16	6A	12N	4.00							5	25	100
		:30	10/5/16	11/8/16	6A	12MID	1.00	4	4	3	3	3	3	3	115	115

Comments POLITICAL CANDIDATE

☐ Remote

Month	Amount	# Anns
Jan		
Feb		
Mar		
Apr		
May		
June		
July		
Aug		
Sept	\$ 524.00	104
Oct	\$ 954.00	214
Nov	\$ 272.00	62
Dec		
<b>TOTAL</b>	<b>1,750</b>	<b>380</b>
<b>Avg Rate</b>	<b>Avg \$4.61/Spot</b>	

- This offer becomes a binding contract upon acceptance by general Manager of station or his authorized agent.
- Bills shall be rendered monthly and shall be due within ten (10) days from the date of invoice. Eighteen percent (18%) interest per annum will be charged on delinquent accounts.
- Station shall have right to cancel this contract upon default by advertiser in the payment of bills or other material breach. Upon cancellation all broadcasting done hereunder and not paid shall become immediately due and payable at the earned rate. Advertiser shall pay attorney's fees in the event legal action is necessary to enforce this agreement or any item thereof.
- Contract subject in short rate, or rebate, by earned frequency.
- Political or entertainment advertising; payment in advance.
- Advertiser shall hold station and its agents, employees and officers, harmless against liability for libel, slander, illegal competition or trade practiced infringement of trademarks, trade names of program titles, violation of rights of privacy and infringement of copyrights and propriety rights resulting from the broadcasting of broadcasts herein provided in the form furnished by advertiser. Advertiser warrants that all advertising copy submitted will fully represent the product or services advertised and will be free from false claims or assertions.
- I agree to abide by the terms and conditions of this advertising contract. The undersigned does hereby promise and agree to personally guarantee and be fully responsible for the prompt payment of any and all indebtedness and other liabilities which may become outstanding or owing from the broadcasting of advertising under the continuing guarantee and shall cover all indebtedness or liability on the part of Magic Broadcasting, LLC.

8. Advertiser may cancel this contract with 30 day written notice registered mail to Magic Broadcasting 7106 Laird street # 102 Panama City Beach, FL.

Client: \_\_\_\_\_

Account Executive: \_\_\_\_\_

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

<b>Station and Location:</b> <u>WVFT Freedom 93.3 FM, Tallahassee, FL.</u>	<b>Date:</b> <u>7-13-16</u>
---	--------------------------------

I, Tracy Smith,  
 being/on behalf of: Tracy Smith for Gadsden County Sheriff,  
 a legally qualified candidate of the NPA  
 political party for the office of: Gadsden County Sheriff  
 in the General  
 election to be held on: 11/8/16  
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	Package	7D Mon-Sun	Political Candidate (LUR)	Avg. 35x/wk.	10

Attach proposed schedule with charges (if available): \$1,750.00



I represent that the payment for the above described broadcast time has been furnished by:

Tracey Smith

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Tonya Watson

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

8-29-16

Date

[Signature]

Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]

Signature

Barry Kaye

Printed Name

Title

CANDIDATE REQUEST FOR POLITICAL BROADCAST INFORMATION OR TIME

Date of Request: 7-13-16 Time of Request: 11:30 am

Candidate Name: Tracy Smith

Party: NPA

Candidate for: Gadsden County Sheriff Havana, FL.  
(Office) (Location)

Candidate's Authorized Committee: Tracy Smith for Gadsden Co. Sheriff

Treasurer of Candidate's Authorized Committee: Tonya Watson

Address: 207 NE 3<sup>rd</sup> St., Havana, FL 32333

Telephone: 850.661.2298

Agency for Candidate (if any): n/a

Name of Person Requesting Information/Time: Tracy Smith

Information Requested: schedule + rates

- Rates for 30 radio ad campaign
- Availabilities for 7 days/wk for 10 weeks
- Other: \_\_\_\_\_

Disposition of Request:

☒ Accepted ☐ Rejected ☐ Accepted or Rejected in part (attach explanation)

Rate Charged for Spot: Avg. ~~\$500~~ per spot \$4.61 per spot

Class of Time Purchased: Political Candidate (LUR)

Air Date and Time (attach a schedule of the advertising or program time provided, if necessary):

See attached schedule

Rebate Paid (if any): \_\_\_\_\_

Disclosure Statement Provided by Station: ☒ Yes ☐ No ☐ Previously provided

BCRA Certificate (for Federal candidates only) Provided: ☐ Yes ☐ No ☐ Previously provided

Other Information: \_\_\_\_\_

Inquiry Received By: Barry Kaye